

How Three Campaigns Addressed Health Disparities Experienced by Hispanics

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OVERVIEW

- Background
 - Health disparities experienced by Hispanics
 - What causes health disparities?
 - Demographics
- Addressing health disparities
 - A social marketing approach
 - Methods for developing materials that reach Hispanics
- Three communication campaigns
- Take-home messages

Background

BACKGROUND:

Health Disparities Experienced by Hispanics

- Hispanics of all races experience more years of potential life lost than non-Hispanic whites for:
 - Stroke (18 percent more)
 - Chronic liver disease/cirrhosis (62 percent more)
 - Diabetes (41 percent more)
 - HIV disease (168 percent more)
 - Homicide (128 percent more)

Source: Health Disparities Experienced by Hispanics—United States. MMWR Weekly 2004(Oct 15);53(40):935-937.

BACKGROUND:

Health Disparities Experienced by Hispanics (cont'd.)

- Compared with non-Hispanic whites, Hispanics have higher incidences of:
 - Cervical and stomach cancers
 - Tuberculosis
- Mexican Americans have higher rates of:
 - Overweight/obesity

Source: Health Disparities Experienced by Hispanics—United States. MMWR Weekly 2004(Oct 15);53(40):935-937.

BACKGROUND:

What Causes Health Disparities?

- Genetic variations
- Social environment (e.g., neighborhood, work conditions)
- Socioeconomic status
- Lifestyle behaviors (e.g., physical activity, alcohol intake)
- And . . .

Sources: (1) U.S. Department of Health and Human Services. Healthy People 2010: Understanding and Improving Health, 2nd ed. Washington, DC: US Government Printing Office; 2000. (2) Health Disparities Experienced by Hispanics—United States. MMWR Weekly 2004(Oct 15);53(40):935-937. (3) U.S. Department of Health and Human Services. Demographics and Health Disparities. Draft Curriculum Module 2 for Cultural Competence in the Clinical Care Model Project. Health Resources and Services Administration, Bureau of Primary Health Care; 2003.

BACKGROUND:

What Causes Health Disparities? (cont'd.)

- Health disparities result from the interaction of genetic variations, social environment, lifestyle behaviors, and . . .
 - Cultural bias, even when controlling for insurance status, income, and health care access

Sources: (1) U.S. Department of Health and Human Services. Healthy People 2010: Understanding and Improving Health, 2nd ed. Washington, DC: US Government Printing Office; 2000. (2) Health Disparities Experienced by Hispanics—United States. MMWR Weekly 2004(Oct 15);53(40):935-937. (3) U.S. Department of Health and Human Services. Demographics and Health Disparities. Draft Curriculum Module 2 for Cultural Competence in the Clinical Care Model Project. Health Resources and Services Administration, Bureau of Primary Health Care; 2003. (4) Smedley BD, Stith AY, Nelson AR, editors. Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care. Washington, DC: National Academies Press; 2003.

BACKGROUND:

Demographics

- Today, more than 1 in 8 people in the United States are of Hispanic origin.
- In 2050, 1 in 4 will be of Hispanic origin.
- This demographic change will compound the adverse effects of disparities experienced by Hispanics, not only in health terms but also in economic and social dimensions.

Source: U.S. Census Bureau. U.S. Interim Projections by Age, Sex, Race, and Hispanic Origin. Washington, DC: U.S. Department of Commerce, U.S. Census Bureau; 2004.

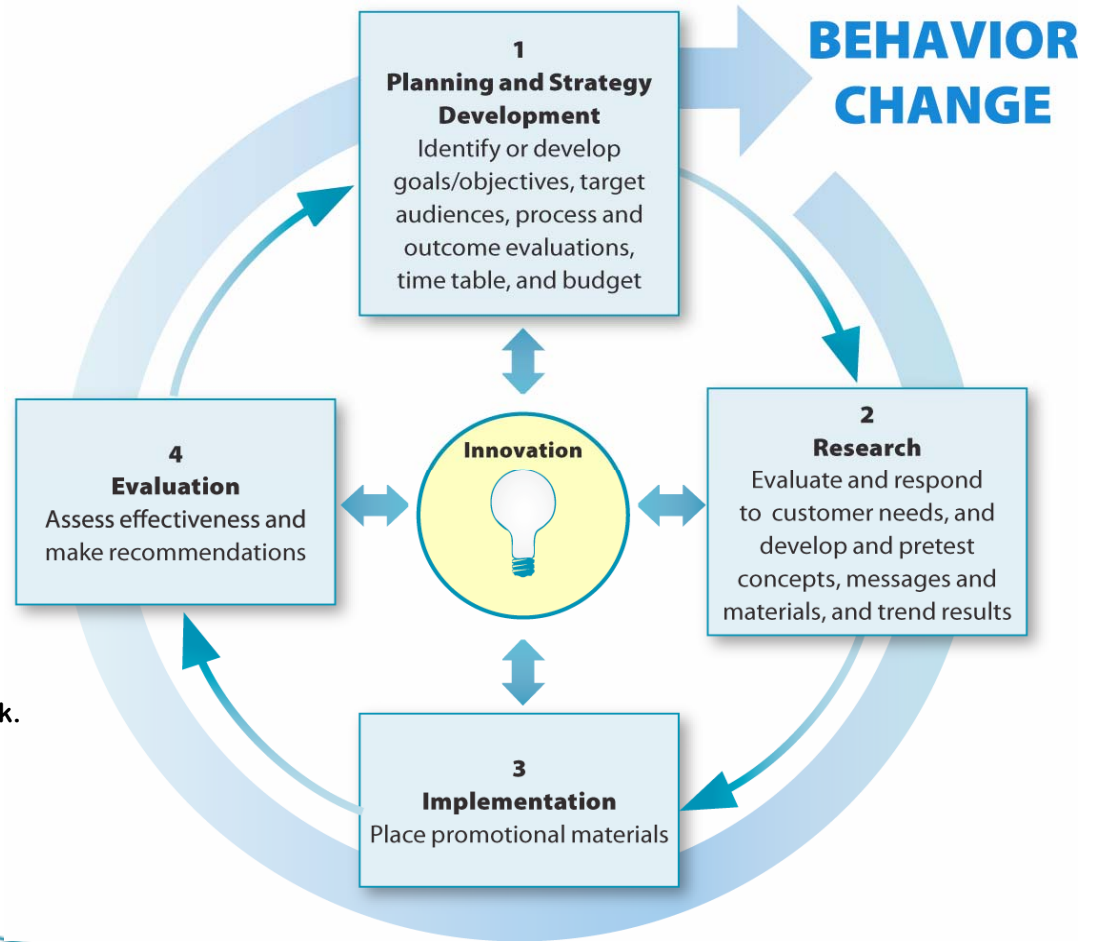
Addressing Health Disparities Experienced by Hispanics

ADDRESSING HEALTH DISPARITIES:

How Do We Close the Gap?

- One approach is to design culturally appropriate public health communication and outreach initiatives.

ADDRESSING HEALTH DISPARITIES: A Social Marketing Approach



Innovation
is at the core of our
communication and education framework.

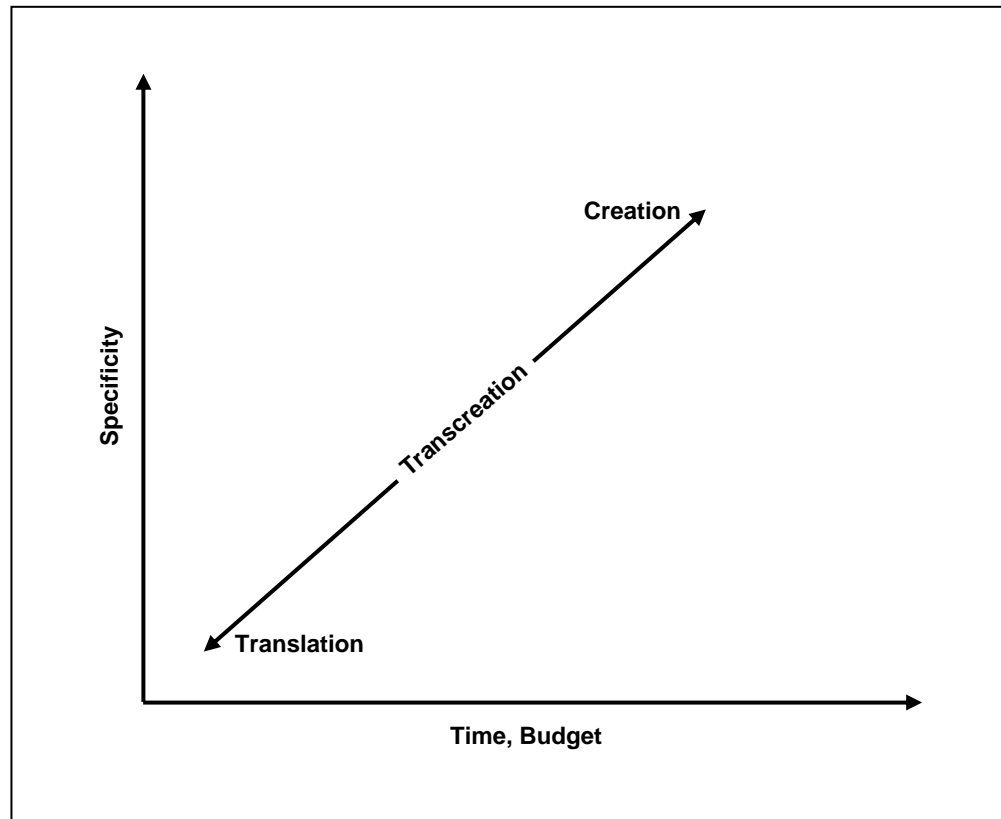
ADDRESSING HEALTH DISPARITIES:

Methods for Developing Materials

- Public health messages (in Spanish) targeted toward Hispanics can be created in the following ways:
 - Creation from scratch
 - Direct translation
 - “Transcreation”

ADDRESSING HEALTH DISPARITIES:

Methods for Developing Materials (cont'd.)



Three Communication Campaigns

CAMPAIGN 1:

Transcreation

- The cultural adaptation of an HIV PSA for Hispanic teens included audience-specific decisions on PSA elements:
 - Culturally relevant talent
 - Importance of family
 - Culturally appropriate music
 - Use of Spanish when appropriate



CAMPAIGN 1:

Transcreation

The screenshot shows the NIDA website with a campaign titled "DRUGS + HIV > learn the link". The main heading is "Learn the link between drug abuse and the spread of HIV infection in the United States." The navigation bar includes links for HOME, LEARN THE LINK, SEND THE MESSAGE, ABOUT THE CAMPAIGN, MEDIA CENTER, PARTNERS, and EN ESPAÑOL. The main content area features a large image of a smiling couple, a sidebar with "VIEW PSAs" (including "After the Party" and "Text Message" with download links for Quicktime, Windows Media, Large, Medium, and Small), and a "Using drugs can lead to risky behaviors" section with a "Learn more" link. The footer includes the NIDA logo, a description of NIDA as part of the NIH, and the NIH logo.

DRUGS + HIV > learn the link

Learn the link between drug abuse and the spread of HIV infection in the United States.

HOME | LEARN THE LINK | SEND THE MESSAGE | ABOUT THE CAMPAIGN | MEDIA CENTER | PARTNERS | EN ESPAÑOL

VIEW PSAs

"After the Party"

(Quicktime) 15 sec. [Large](#) | [Medium](#) | [Small](#)

(Windows Media) 15 sec. [Large](#) | [Medium](#) | [Small](#)

"Text Message"

(Quicktime) 20 sec. [Large](#) | [Medium](#) | [Small](#)

(Windows Media) 20 sec. [Large](#) | [Medium](#) | [Small](#)

Using drugs can lead to risky behaviors.

Behaviors associated with drug abuse are one of the largest factors in the spread of HIV infection in the United States. [Learn more >>](#)

Drugs can change the way the brain works, disrupting the parts of the brain that people use to weigh risks and benefits when making decisions. [Learn more >>](#)

learn the link

Check out the links to our latest research findings and news updates, and find out how you can help inform others about the connection between drug abuse and HIV/AIDS. [Learn more >>](#)

send the message

Help break the deadly link between drug use and HIV/AIDS by telling your friends and family about what you've learned. [Learn more >>](#)

Accessibility | Privacy | FOIA (NIH)

NIDA
NATIONAL INSTITUTE
ON DRUG ABUSE

The National Institute on Drug Abuse (NIDA), is part of the National Institutes of Health (NIH), the principal biomedical and behavioral research agency of the United States Government. NIH is a component of the U.S. Department of Health and Human Services.

NATIONAL INSTITUTES
OF HEALTH

PSAs available at hiv.drugabuse.gov

CAMPAIGN 2:

Creation from Scratch

Publication series: *Cómo Alimentarse y Mantenerse Activo Durante Toda la Vida*



Materials available at win.niddk.nih.gov

CAMPAIGN 3:

Creation from Scratch

Public awareness initiative: *¡Ojo Con Su Visión!*



Materials available at nei.nih.gov

Take-Home Messages

CREATING CAMPAIGNS FOR HISPANICS:

Take-Home Messages

- Hispanics are disproportionately affected (morbidity *and* mortality) by certain diseases, including HIV/AIDS and diabetes.
- The cause of health disparities can be partly attributed to ethnic discrimination (cultural bias).
- One way to help close the gap is to create culturally appropriate public health outreach and communication initiatives.
- Transcreation—adaptation of existing products—offers a viable and effective option that allows for cost savings.